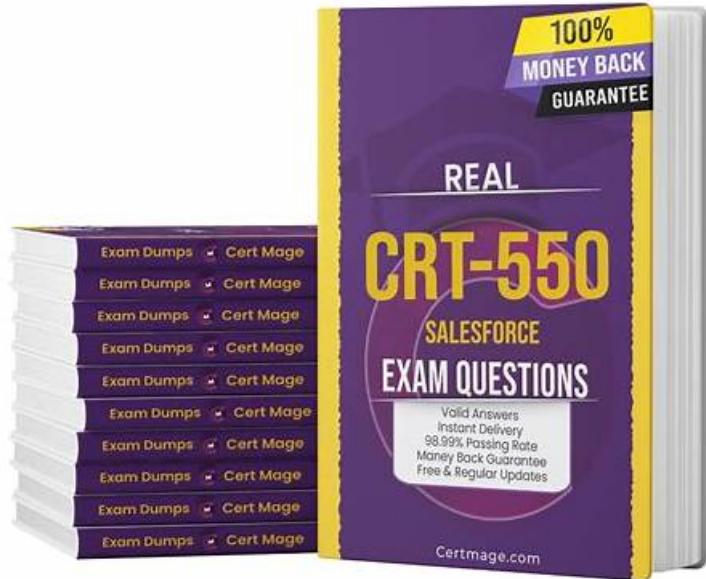


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To prepare for the Salesforce CRT-550 exam, candidates should have extensive knowledge and experience in Salesforce Marketing Cloud. They should also have a good understanding of the exam topics and objectives. There are various preparation materials available to help candidates prepare for the exam, including study guides, practice tests, and training courses. Candidates should take advantage of these resources to increase their chances of passing the exam on their first attempt.

Salesforce CRT-550 exam is a critical step toward achieving the Salesforce Certified Marketing Cloud Consultant certification. CRT-550 exam covers a broad range of topics related to Salesforce Marketing Cloud, and candidates are encouraged to take advantage of the various resources available online to prepare for the exam. Achieving this certification can lead to many career opportunities and demonstrate the candidate's expertise in marketing automation using Salesforce Marketing Cloud.

To prepare for the CRT-550 Exam, candidates need to have a strong understanding of Marketing Cloud concepts and best practices. They should be able to demonstrate their ability to create and execute effective marketing campaigns, manage data and audiences, and analyze campaign performance. In addition, candidates should be familiar with Salesforce Marketing Cloud products and features, such as Email Studio, Mobile Studio, Advertising Studio, and Social Studio.

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Salesforce Preparing for your Salesforce Certified Marketing Cloud Consultant Exam Sample Questions (Q99-Q104):

NEW QUESTION # 99

Northern Trail Outfitters is looking to personalize their SMS Messages.

Which data source is supported to personalize messages?

- A. Population in Contact Builder
- **B. MobileConnect Demographics**
- C. Data Designer Attribute Group
- D. Profile Attributes.

Answer: B

NEW QUESTION # 100

A customer wants to segment point of sale system data stored in Marketing Cloud with data from the Contact and Campaign objects in Salesforce.

Which two tools should be used? Choose 2 answers

- **A. SQL Query Activity**
- **B. Synchronized Data Extensions**
- C. Filter Activity
- D. Salesforce Reports

Answer: A,B

NEW QUESTION # 101

Northern Trail Outfitters (NTO) has a requirement to create a distinction between marketing and transactional emails in terms of From Name and IP Address for reputation purposes.

Which two actions should NTO take to create Send Classifications? Choose 2 answers

- A. Define a Subscriber-specific From Name
- B. Define custom Reply Mail Management
- **C. Define a Sender Profile**
- **D. Define a Delivery Profile**

Answer: C,D

NEW QUESTION # 102

A customer wants to reports on 'Not Sent' contacts in Journey Builder.

Which method should be used?

- A. Query the _sent Data View for the contact's send status.
- **B. Use an automation with Tracking Extract.**
- C. Create an Analytics Builder Discover report.
- D. Use the standard report 'Subscribers Not Sent to'.

Answer: B

NEW QUESTION # 103

Northern Trail Outfitters (NTO) is the holding company of three subsidiaries: Universal Containers, Ursa Major Solar, and Cloud Kicks. NTO recently purchased Marketing Cloud and has asked its consultant to recommend a scalable business unit (BU) hierarchy. They don't plan on executing any marketing campaigns on behalf of the NTO holding company, but NTO employees

would like access to all subscribers and aggregate reporting. Additionally, each subsidiary business will be regularly running campaigns and should have their own branding, content, and subscribers.

Which solution should the consultant recommend?

- A. One parent BU with three additional private domains.
- B. One parent BU and two child BUs with their own Sender Authentication Packages.
- C. One parent BU and one child BU
- D. One parent BU and three child BUs with their own Sender Authentication Packages.

Answer: D

Explanation:

To recommend a scalable business unit hierarchy for Northern Trail Outfitters and its three subsidiaries, the consultant should suggest one parent BU and three child BUs with their own Sender Authentication Packages.

This will allow each subsidiary business to have their own branding, content, and subscribers, as well as access to aggregate reporting and shared subscribers from the parent BU. Each child BU should have its own Sender Authentication Package to authenticate its email sends with its own domain and branding. References:

https://help.salesforce.com/s/articleView?id=sf.mc_co_business_unit_setup.htm&type=5 https://help.salesforce.com/s/articleView?id=sf.mc_es_sender_authentication_package.htm&type=5

NEW QUESTION # 104

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